

**What is claimed is:**

1. An electronic commerce method for combined publicity according to the kind of goods or service by using a publicity item for combined publicity and gratitude expression, which is provided to a consumer when ordering or delivery is conducted according to a unique communication code and a detailed goods/service code set according to the kind of goods/service through a communication network system for connecting a central service provider server, member store terminals, client terminals and recipient terminals, the method comprising the steps of:
  - 10 (a) interworking the central service provider server to a database storing goods/service information corresponding to the unique communication code and the detailed goods/service code and a database in which client information, member store information and recipient information are classified;
  - (b) reading corresponding goods/service information from the database interworked with the central service provider system with reference to a predetermined unique communication code or detailed goods/service code input from the client terminal connected to the central service provider server through the communication network;
  - (c) checking the goods/service information read by the client terminal, then if 20 order-related information including an address for delivery is input for a specific goods/service, storing the input order-related information to a database classified by the client information and a database classified by the member store information which is referred in relation to the address for delivery of the order-related information

respectively, and then transmitting the order-related information to a selected one of the member store terminals;

5 (d) the member store terminal delivering the ordered goods/service to the address for delivery of a designated recipient with reference to the order-related information and providing a publicity item for the combined publicity and gratitude expression together, and registering delivery completion information and publicity item-related information in a database interworked with the central service provider server; and

10 (e) the recipient terminal, which receives the publicity item for combined publicity and gratitude expression, registering information related to the publicity item in a database interworked with the central service provider server.

2. The electronic commerce method according to claim 1,  
wherein, in the step (a), the goods/service database interworked with the central  
15 service provider server requires user certificating through the communication network  
so that information is updated only by a certificated member store within a  
predetermined range.

3. The electronic commerce method according to claim 1,  
20 wherein, in the step (c), the order-related information includes a selected  
goods/service code, goods/service information related thereto, an address for delivery,  
client information, payment information and other selected information, which is related  
to single or multiple goods/service.

4. The electronic commerce method according to claim 3,  
wherein the payment information of the order-related information includes  
information for a payment method using any of an on-line deposit without a banknote, a  
5 credit card, a mobile phone, and account-to-account money transfer.
  
5. The electronic commerce method according to claim 4,  
wherein a payment according to the payment information of the order-related  
information is conducted in a way selected from the group consisting of a prepayment of  
10 an ordering person, a post-payment of an ordering person, and a post-payment of a  
recipient.
  
6. The electronic commerce method according to claim 1,  
wherein the member store terminal is operated in an independent manager mode  
15 with a stand-alone interface which is interworked with the central service provider  
server and the client terminal in real time.
  
7. The electronic commerce method according to claim 1,  
wherein the communication network system for connecting of the terminals  
20 including the central service provider server is a wire/wireless PSTN (Public Switched  
Telephone Network) system or a wire/wireless Internet system.
  
8. The electronic commerce method according to claim 7,

wherein, in case the communication network system is a wire/wireless PSTN system, the central service provider server is a chip included in a cellular phone, an ARS (Auto Responding System) or a manned integrated call center.

5        9.        The electronic commerce method according to claim 1,  
wherein the publicity item for combined publicity and gratitude expression is one selected from a tangible gift, an intangible service, a gift certificate, a discount coupon, and a lottery ticket for giving a prize to a winner.

10        10.        The electronic commerce method according to claim 9, in case the publicity item for combined publicity and gratitude expression is a lottery ticket, further comprising the steps of, after the step (e):

15        (f) the central service provider server determining a winner who is going to receive a prize by random drawing of the publicity items provided by the member store, and then storing a lottery result in a database and announcing publicly the lottery result through a web page linked to the central service provider server; and

(g) awarding a prize to the winner when the winner presents the publicity item having a winning lottery number to the central service provider server or the member store by checking the lottery number stated in the publicity item.

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11.        The electronic commerce method according to claim 10,  
wherein, in the step (g), in case the publicity item having a winning lottery number is registered in a database by a corresponding recipient, a differential prize is

awarded rather than the other publicity items.

12. A computer-readable storing medium storing a program for executing the electronic commerce method defined in any of claims 1 to 11.